



BBA in Business Analytics Eligibility & How to Apply at ISBR

Business Analytics is one of the fastest-growing career domains, and pursuing a [BBA in Business Analytics](#) can open doors to exciting global opportunities. At **ISBR Business School**, this program is designed to blend analytical skills with business management knowledge, preparing students to thrive in a data-driven world.

Before applying, it's important to understand the [BBA in Business Analytics eligibility](#) criteria and the application process.

Eligibility Criteria

To be considered for admission to the **BBA in Business Analytics program at ISBR**, candidates must meet the following requirements:

- **Educational Qualification:** Completion of 10+2 / PUC / Higher Secondary from a recognized board in India or abroad.
- **Stream:** Students from Commerce, Science, or Arts streams are eligible.
- **Minimum Marks:** At least 50% aggregate marks in 10+2 (45% for reserved categories as per government norms).
- **Language Proficiency:** Good command over English is preferred, as the course is delivered in English.

Preferred Skills for Success

While the eligibility focuses on academic qualifications, having certain skills can help students excel in the program:

- Analytical and critical thinking abilities
- Mathematical aptitude and logical reasoning

- Interest in data interpretation and business decision-making
- Strong communication and presentation skills

Application Process at ISBR

Applying for the **BBA in Business Analytics** at ISBR is simple and student-friendly:

Applicants are shortlisted based on:

- Consistency of academic record
- Entrance test scores
- Versatility and achievements

Admission Selection Process:

- ISBR Aptitude Test
- Personal interview

ISBR Aptitude Test pattern is both pen and paper and computer based. The format is mostly objective type multiple choice questions (MCQs) across all sections. However, Question paper at times may contain case study / descriptive question/s. There is no negative marking for the wrong answer attempted.

Duration: One hour

Maximum Marks: 100

Question Paper Sections

Course	Sections	Course	Sections	Course	Sections	Course	Sections
BBA/BBA Aviation / BBA with CMA	Quantitative Aptitude	B.Com / B.com with ACCA	Quantitative Aptitude	BBA.LLB	Current Affairs	BCA/M.Com / LL.B	Current Affairs
	Logical Reasoning		Logical Reasoning		Logical Reasoning		Logical Reasoning
	Language Aptitude		Language Aptitude		General English		General English
	Current Affairs		Current Affairs		Maths		Maths /Accountancy / legal Aptitude
	Case Study		Fundamentals of Accountancy				

Selection and Admission Confirmation

After submitting your application, eligible candidates may be invited for a **personal interview** to assess motivation, communication skills, and interest in the program. Some applicants may also be selected purely on academic merit.

Successful candidates will receive an **Offer Letter**. Admission is confirmed upon payment of the admission fee and completion of the enrollment process.

Why ISBR for BBA in Business Analytics?

- Industry-focused curriculum with real-time case studies and live projects
- Hands-on training with tools like Excel, Python, R, and Tableau
- Regular guest lectures and seminars from industry experts
- Strong placement assistance with top recruiters in analytics, consulting, and technology

Final Word

Meeting the **BBA in Business Analytics eligibility** requirements at [ISBR](#) is the first step toward an exciting career in the world of data and business intelligence. With a perfect blend of academic learning and industry exposure, ISBR ensures you graduate as a job-ready professional.

Take the leap today — your future in business analytics starts here.